

REP HEADLINE# 6350144
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
SEP26/12 18.23
*** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP. # OFF. # SALESMAN #
AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW,
WASHINGTON, DC 20007
SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6350144 CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA 120'S EST#1881 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP26/12 18.23

REP: NEW ORDER
TTL \$115,800 @26X
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007

OBAMA FOR AMERICA - 120'S



8/27

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
: LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :
AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1881
AGENCY PRODUCT CODE = 101

1	1000A-1030A	2M	\$1,800.00	10/1	10/4	3	M-TH	3
PROGRAM : NEWS CHANNEL 8								
CON COM1: NEWS CHANNEL 8								

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	2M		\$7,800.00	10/1	10/4	1		M-TH	1
3			1237A-136A PROGRAM : LT NITE W/JIMMY FALLON CON COM1: LT NITE W/JIMMY FALLON	2M		\$2,400.00	10/1	10/4	3		M-TH	3
4			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	2M		\$2,280.00	10/1	10/4	2		M-TH	2
5			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	2M		\$2,820.00	10/1	10/4	2		M-TH	2
6			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	2M		\$5,400.00	10/1	10/4	2		M-TH	2
7			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	2M		\$6,780.00	10/1	10/4	3		M-TH	3
8			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	2M		\$1,740.00	10/1	10/4	1		M-TH	1
9			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	2M		10200.00	10/1	10/4	1		M-TH	1
10			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	2M		\$2,820.00	10/1	10/4	1		M-TH	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530P-600P	2M		10200.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
12			600P-630P	2M		13500.00	10/1	10/4	0		M-TH	0
PROGRAM : NEWS CHANNEL 8												
CON COM1: NEWS CHANNEL 8												
13			600A-700A	2M		\$8,700.00	10/1	10/4	0		M-TH	0
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
14			700P-730P	2M		12000.00	10/1	10/4	0		M-TH	0
PROGRAM : NEWSCHANNEL 8												
CON COM1: NEWSCHANNEL 8												
15			700A-900A	2M		12000.00	10/1	10/4	0		M-TH	0
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
16			730P-800P	2M		12000.00	10/1	10/4	0		M-TH	0
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
17			900A-1000A	2M		\$6,240.00	10/1	10/4	2		M-TH	2
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
18			1100P-1135P	2M		15000.00	10/1	10/4	1		M-TH	1
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
19			1200N-100P	2M		\$300.00	9/29	9/29	0		SAT	0
PROGRAM : NEWSCHANNEL 8 @ 12N												
CON COM1: NEWSCHANNEL 8 @ 12N												

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
20			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	2M		\$7,800.00	9/29	9/29	0		SAT	0
21			430A-459A PROGRAM : NC 8 TODAY AT 430A ORD COM1 : RATES ARE 8/27-9/30 CON COM1 : NC 8 TODAY AT 430A	2M		\$540.00	10/1	10/4	2		M-TH	2
22			1200N-100P PROGRAM : NEWSCHANNEL 8 @ NOON CON COM1 : NEWSCHANNEL 8 @ NOON	2M		\$300.00	9/30	9/30	0		SUN	0
23			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	2M		20000.00	9/30	9/30	0		SUN	0
24			700P-830P PROGRAM : FOOTBALL NIGHT IN AMRC CON COM1 : FOOTBALL NIGHT IN AMRC	2M		42000.00	9/30	9/30	0		SUN	0
25			800P-900P PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1 : 30 ROCK/UP ALL NIGHT	2M		33120.00	10/4	10/4	0		THU	0
26			1000P-1100P PROGRAM : PARENTHOOD CON COM1 : PARENTHOOD	2M		45000.00	10/2	10/2	0		TUE	0
27			900P-1000P PROGRAM : LAW & ORDER CON COM1 : LAW & ORDER	2M		\$7,200.00	10/3	10/3	0		WED	0
28			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1 : NC 8 TODAY AT 430A	2M		\$540.00	9/30	9/30	1		SUN	1

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SEP/12						\$540.00	OCT/12		115260.00			
CONTRACT TOTAL 115800.00												
TOTAL SPOTS 26												

MARKET TOTALS \$532,360 WFLA 19% WFTS 22% WTSP 27% WTVT 23% WTOG 3% WTTA 0% WMOR 3%
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RW25+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 791 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 115800	Campaign Ref: E:063501440
Buyer: ..	Client/Product/Estimate: 95 /101 /1881	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06350144
Est./PO Number: 06350144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama 120's	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 10a News MTWT...	01	1800	120 Nbr of Spots		3	3	5400
2	M-F 1135p ET / 1035p CT Tonight Show MTWT...	01	7800	120 Nbr of Spots		1	1	7800
3	M-F 1237a ET / 1137p CT Late Night MTWT...	01	2400	120 Nbr of Spots		3	3	7200
4	M-F 12p Today Show III MTWT...	01	2280	120 Nbr of Spots		2	2	4560
5	M-F 2p Rachael Ray MTWT...	01	2820	120 Nbr of Spots		2	2	5640
6	M-F 3p Doctors MTWT...	01	5400	120 Nbr of Spots		2	2	10800
7	M-F 4p Dr Oz MTWT...	01	6780	120 Nbr of Spots		3	3	20340
8	M-F 5a News MTWT...	01	1740	120 Nbr of Spots		1	1	1740
9	M-F 5p News	01	10200	120 Nbr of Spots		1	1	10200
Weekly Totals:					Total Spots(Ord Spots)	1	25	26

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Est./PO Number: 06350144	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 530a News MTWT...	01	2820	120 Comme	Nbr of Spots	1	1	2820
11	M-F 530p News MTWT...	01	10200	120 Comme	Nbr of Spots	1	1	10200
12	M-F 9a Today Show II MTWT...	01	6240	120 Comme	Nbr of Spots	2	2	12480
13	M-Su 11p News MTWT...	01	15000	120 Comme	Nbr of Spots	1	1	15000
14	M-Th, Su 430a News MTWT...	01	540	120 Comme	Nbr of Spots	2	2	1080
15	M-Th, Su 430a NewsS	01	540	120 Comme	Nbr of Spots	1	1	540
Weekly Totals: Total Spots(Ord Spots)					1	25	26	

Grand Totals				Month 9 Weeks: 5				Month 10 Weeks: 4			
				09/24				10/01			
Spots				26				25			
Cost				115800				115260			

Grand Totals:	Spots: 26
	Gross Total: 115,800.00

Commission:	17,370.00
Net Total:	98,430.00